

Σ The Chemists of Love

She said: Love is chemistry / Don't know what you want from me...

In preparation for their upcoming LP ***In Love With Everyone*** Copenhagen five-piece The New Investors put on their lab coats and isolated themselves in the sound laboratory. Throughout the last 18 months they have experimented intensely with psycho-active drugs and new tonal compounds.

"You could say that we've tried to find The Element of Love and to isolate it in its purest form", guitarist Søren Tiemroth explains.

Result: ***In Love With Everyone***

Explosive Chemical Reactions

In order to reach valid results, The New Investors did not limit their experiments to the studio but carried them out in the real world as well. That's why several of the tracks are named after individuals who took part in the various amorous experiments.

The sound of longing and pain is present throughout the whole album. Attempts at crystalizing Love have a way of failing, often at great emotional cost for the parties involved. Afterwards nothing is left but loneliness. And the songs – like some sediment following the explosions of a thousand chemical reactions.



A Journey on the Wings of Icarus

In Love With Everyone is a journey which begins and ends at the same place, with loneliness. A basic condition for The New Investors and all other Chemists of Love who must go by trial and error in their search for the Formula for Love.

At first glance the album title oozes happiness: ***In Love With Everyone***. But the paradox is that the one who falls in love with everyone never really truly falls in love with anyone. The ones who are afraid to be pinned down and refuse any limitations to their personal freedom end up lonely.

On the opening track ***Molly*** The New Investors try to synthesize their way towards the euphoria of love through psychedelic drugs, but already in ***Deborah*** loneliness pops up as a warning that we are approaching the slippery slopes of hybris. The expectations of summer love in the bright Nordic nights are brought on in ***Suddenly It's Summer***, but love remains frozen in its hibernation. On the late-night radio track ***If Only I Could Sleep*** love is a ghost in the neon-lit insomnia of the night. Love keeps changing shapes on this musical Journey to The Center of Love until the inevitable fall of hybris in the final track ***Ikaros***.

"The sky has been our limit on this album", front singer Glenn Müller says. "And maybe we have gone too far in our experiments. Maybe we will end up crashing and burning, like Icarus. We will have to wait and see what happens."

